



Laura L. Myers

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Services

Intellectual Property
Litigation

Intellectual Property

Advertising & Marketing

Trademarks & Copyrights

Litigation

Anti-Counterfeiting

Non-Competes

Trade Secrets

Laura is a trial lawyer with over a decade of experience in all aspects of intellectual property litigation, from pre-suit investigation to appellate review.

Laura's practice focuses on trademark and patent disputes in federal courts as well as trademark disputes before the Trademark Trial and Appeal Board. Laura also has experience litigating trade secret, false advertising, and copyright claims. Laura is very efficient and offers practical advice to help clients successfully resolve complex disputes.

Experience

- Represented large manufacturer of recreational vehicles in trademark infringement case. Laura succeeded in obtaining a dismissal of the plaintiff's damages claim that helped lead to a favorable settlement that allowed the client to continue using its trademark.
- Obtained a permanent injunction requiring a competitor to change its logos and color scheme in a trademark infringement lawsuit filed by a restaurant franchisor.
- Negotiated a favorable co-existence agreement in a cancellation proceeding before the Trademark Trial and Appeal Board that resulted in the client obtaining its federal trademark registration despite an earlier rejection due to likelihood of confusion with the opponent's registered mark.
- Filed a trademark infringement action in federal court on behalf of a restaurant franchisor when correspondence with an infringing competitor went unanswered. The defendant quickly agreed to a consent judgment and payment of a confidential sum.
- Tried the damages portion of a patent infringement case in the District of Nebraska. The only remaining issues at trial were damages, willfulness and the validity of the patents-in-suit. The opponent sought a 20% royalty as infringement damages. Laura convinced the jury to reject the opponent's excessively high rate and impose a royalty less than the client had offered to stipulate to earlier in the case.
- Member of the victorious trial team in a patent infringement case in the Eastern District of Texas. The client, a manufacturer of display stands, faced an opponent seeking \$65 million in damages, plus enhanced damages and attorneys' fees.

The client was thrilled when the jury rejected the exorbitant amount sought by its opponent and reached a damages verdict far less than what the opponent demanded in settlement discussions.

- Member of the trial team that successfully represented a company against one of its former producers. The former producer had secretly developed and begun selling a competing product in violation of the parties' production agreement. At trial, the jury awarded the client damages for sales of the competing product, and the client was awarded the patent rights associated with the competing product.
- Successfully defended medical device company against a misappropriation of trade secrets claim brought by another company.
- Successfully brought a motion for a temporary restraining order against a former employee of a client that resulted in a favorable settlement, including a permanent injunction and payment of a confidential sum.
- Represented employer in a misappropriation of trade secrets case brought against former employees who attempted to start a competing business.
- Assisted with a non-compete case against an insurance company who hired former employees of a competitor.
- Successfully argued a motion to dismiss in a false advertising case brought by a well-known provider of landscape products against a manufacturer of a soil monitoring system.
- Obtained a favorable settlement for a manufacturer and distributor of automotive aftermarket products after it was accused of making false claims in its advertising materials.
- Successfully defended false advertising counterclaims brought against a medical device manufacturer.
- Negotiated the payment of a confidential sum to a photographer for continued use of its copyrighted photographs.
- Obtained a favorable settlement for a local clinic when it was accused of using copyrighted photographs beyond the terms of its license by a stock photo library.
- Represented a manufacturer of sports merchandise in a copyright infringement lawsuit brought by an individual who claimed to have created a hat worn by football fans.

Credentials

Education

- University of Iowa College of Law, J.D., 2006, *with distinction*
- Illinois Wesleyan University, B.A., 2003, *magna cum laude*

Admissions

- Minnesota, 2006
- U.S. District Court for the District of Minnesota, 2006
- U.S. District Court for the Northern District of Illinois, 2007
- U.S. District Court for the District of Colorado, 2012
- U.S. District Court for the District of North Dakota, 2014
- U.S. District Court for the Western District of Wisconsin, 2021
- U.S. Court of Appeals for the Federal Circuit, 2007
- U.S. Supreme Court, 2019

Recognition

- *Best Lawyers in America*, Litigation-Intellectual Property, 2024
- Ranked as a Leading Trademark Attorney, *World Trademark Review 1000*, 2023
- North Star Lawyer, Minnesota State Bar Association, 2012

Civic & Professional

Professional Activities

- ChIPs, Minneapolis Chapter, Member
- Federal Bar Association, Minnesota Chapter, Member
- Federal Circuit Bar Association, Member
- Minnesota Intellectual Property Law Association, Member
- Advertising Federation of Minnesota, Former Board Member, Legislative Committee Chair

News

Firm News | 08.17.2023

Fredrikson Attorneys Recognized in The Best Lawyers in America© 2024

Firm News | 02.16.2023

Fredrikson Trademark Attorneys Recognized in 2023 World Trademark Review 1000

Legal Updates

Legal Update | 05.08.2017

Relying On Assumptions in Your Complaint May Subject You to An Exceptional Case Finding and Award Of Attorneys' Fees

Legal Update | 01.09.2017

To Avoid Waiver, Attorney Advice Should Only Be Disclosed to Those with a Need-To-Know

Legal Update | 11.04.2015

Willful Patent Infringement May Soon Be Provable Once Again

Legal Update | 08.17.2015

District of Minnesota Orders Patentee to Reduce Number of Asserted Claims After Filing Joint Claim Construction Statement

Legal Update | 06.04.2015

When Should a Court Order a Patentee to Reduce the Number of Asserted Claims?

Legal Update | 05.01.2015

Corporate Witness Not Required To Testify Regarding Legal Validity Arguments

Legal Update | 06.30.2014

Limelight Decision Opens the Door to Challenge Federal Circuit's Standard for Direct Infringement of a Method Claim